

May 1, 2016

Dear Sir/Madam:

Whether you are in business, industry or an organization, you have been involved in one way or another with the education of Alberta youth.

November 24-26, 2016, teachers, along with school and district administrators from across Alberta will gather at the Coast Canmore Hotel and Conference Centre for the annual Career and Technology Education Council Conference (CTEC). As a venue for the professional development of Career and Technology Foundations (CTF) (GR.5-9) and Career and Technology Studies' (CTS) (GR. 10-12) educators have an opportunity to learn new skills, gather new information, share successes, collaborate and network with colleagues from across Alberta that will enrich student learning, engagement and health and safety best practices in trades, technology and occupations across all sectors of the economy. In order to provide background regarding these CTF and CTS programs within our schools, excerpts from the Alberta Education web-site are included as summary at the end.

We believe that providing CTEC teachers with direct contact to business, industry and various organization stakeholders allows teachers to share their knowledge and relevant experiences with their students, to create dynamic, authentic, learning environments. This is also an event where, historically, the Alberta government through Alberta Education introduces new initiatives and potential career or apprenticeship pathways.

We are seeking the support of our business, industry and organization stakeholders to ensure that this event is successful and to ensure teaching staff and administrators are current in occupational tools, equipment, trends, training and health and safety best practice. The CTEC Council is seeking your support through financial sponsorship and would also welcome your support through, speaker proposals, workshops, and/or exhibitor displays. Fiscal restrictions often make it challenging for school jurisdiction staff to participate at professional development opportunity events and conferences.

Although your support of this endeavour is not limited to financial sponsorship, the following table outlines the sponsorship tiers for your reference. You will also note examples of possible recognition levels; of which we welcome your input.

LEVEL	TITLE	AMOUNT UP TO:	SPONSORSHIP CATEGORY	RECOGNITION <i>In return for your sponsorship, we are pleased to offer the following:</i>
<b>Friends of CTEC</b>		Up to \$500	General Sponsorship/ Delegate Bags	Your business/ industry/ organization name displayed/ Verbal (MC)/ Website
<b>Bronze</b>	Builder	\$501 - 750	General Sponsorship/ Door Prizes	Your business/ industry/ organization name displayed/ Verbal (MC)/ Website/ Donor Board mention (anything over \$695 also receives a vendor table)
<b>Silver</b>	Apprentice	\$751 - 1000	General Sponsorship/ Coffee Breaks/ Delegate Bags	Your business/ industry/ organization name displayed / Verbal/ Web-site/ Small cell on Donor Board/ Free vendor table
<b>Gold</b>	Journeyman	\$1001 - 5000	General Sponsorship/ Session (s)/ Local Transportation/ Audio Visual	Your business/ industry/ organization name displayed/ Verbal/ Web-site/ Medium cell on Donor Board/ Free vendor table
<b>Platinum</b>	Master	\$5001 - 10,000	General Sponsorship/ Session (s)/ Breakfast/ Lunch/ Dinner/ Thursday Evening Reception	Your business/ industry/ organization name displayed/ Verbal/ Web-site/ Large cell on Donor Board/ Free vendor table
<b>Diamond</b>	Red Seal	\$10, 001 - 20,000	General Sponsorship/ Session (s)/ Breakfast/ Lunch/ Dinner/ Friday Evening Gala/	Your business/ industry/ organization name displayed/ Verbal/ Web-site/ Extra-large cell on Donor Board/ Reference and Logo on all online conference promotional material. Free vendor table

*\*In addition we would be pleased to include any of your promotional material for your business/ industry/organization in the CTEC delegate bags.*

I encourage you to consider supporting this worthwhile educational endeavour that will definitely impact student and teacher learning across the province. In addition, the promotion of careers in the skilled trades and technologies as a viable and rewarding option will be highlighted throughout the three-day event. I look forward to your collaboration as an important stakeholder in this conference. Please visit our website at: <http://cts.teachers.ab.ca/conferences> for CTEC conference details. Should you require further information or clarification, I can be reached at the contact data provided below. Thank you for your time and consideration.

Sincerely,

Tim Kilburn  
 President  
 CTEC Council  
 780-799-5735  
[President@ctscouncil.com](mailto:President@ctscouncil.com)

Excerpts from the Alberta Education web-site - CTF and CTS programs:

**Career and Technology Foundations (CTF)** is a new and unique curriculum based on Career and Technology Studies (CTS). Career exploration is incorporated in both the CTF curriculum and the CTS courses to encourage students to make connections between areas of interest and skill development in various occupational areas.

CTF is designed to allow students in grades 5 to 9 to explore their interests, passions and skills while making personal connections to career possibilities through meaningful learning experiences made possible through engaging challenges based on the occupational areas. CTS is designed to develop skills that students in grades 10 to 12 can apply in their daily lives when preparing for entry into the workplace or for further learning opportunities.

The occupational areas are grouped into occupational clusters, which are groupings of courses that focus on attitudes, skills and knowledge related to specific work areas. CTF uses the same occupational clusters as CTS but the names of the clusters have been simplified to: Business, Communication, Human Services, Resources and Technology.

(SOURCE: <https://education.alberta.ca/career-and-technology-foundations/>)

**Career and Technology Studies (CTS)** is a complementary program designed for Alberta's secondary school students. As a program of choice, CTS offers all students important learning opportunities to:

- develop skills that can be applied in their daily lives, now and in the future.
- refine career-planning skills.
- develop technology-related skills.
- enhance employability skills.
- apply and reinforce learnings developed in other subject areas.
- prepare for transition into adult roles in the family, community, workplace and/or further education.

The course structure of CTS enables schools to design unique programs that meet the needs of students and take advantage of community resources. Developed across levels rather than grades, CTS has multiple entry points and provides secondary students with access to a common curriculum. As a competency-based curriculum, CTS recognizes prior learning from formal schooling and personal initiatives.”

CTS courses are grouped in clusters that correlate with occupational areas within the National Occupational classification system. There are currently 28 occupational areas offered within the CTS course options and after consultation with industry and cooperation with the Alberta Government, CTS has introduced twenty apprenticeship pathways.

(SOURCE: <https://education.alberta.ca/career-and-technology-studies/programs-of-study/>)

**CLUSTERS: based on the National Occupation Classification (NOC)**

<b>BIT</b>	<b>HRH</b>	<b>MDC</b>	<b>NAT</b>	<b>TMT</b>	<b>CTF</b>
Business, Administration, Finance & Information Technology	Health, Recreation & Human Services	Media, Design & Communication Arts	Wildlife, Forestry, Energy, Agriculture & Environmental Stewardship	Trades, Manufacturing, Transportation	Middle Years Career and Technology Foundations Gr. 5 – 9 'Options'

**OCCUPATION AREAS STUDIED WITHIN THE CLUSTER:**

<input type="checkbox"/> Computing Science (CSE) <input type="checkbox"/> Enterprise and Innovation (ENT) <input type="checkbox"/> Financial Management (FIN) <input type="checkbox"/> Information Processing (INF) <input type="checkbox"/> Management & Marketing (MAM) <input type="checkbox"/> Networking (NET)	<input type="checkbox"/> Community Care Services (CCS) <input type="checkbox"/> Cosmetology (COS) <input type="checkbox"/> Criminal Justice Studies (CJS) <input type="checkbox"/> Esthetics (EST) <input type="checkbox"/> Foods (FOD) <input type="checkbox"/> Health Care Aide (HCA) <input type="checkbox"/> Health Care Services (HCS) <input type="checkbox"/> Human and Social Services (HSS) <input type="checkbox"/> Legal Studies (LGS) <input type="checkbox"/> Recreation Leadership (REC) <input type="checkbox"/> Tourism (TOU)	<input type="checkbox"/> Design Studies (DES) <input type="checkbox"/> Communication Technology (COM) <input type="checkbox"/> Fashion Studies (FAS)	<input type="checkbox"/> Agriculture (AGR) <input type="checkbox"/> Environmental Stewardship (ENS) <input type="checkbox"/> Forestry (FOR) <input type="checkbox"/> Primary Resources (PRS) <input type="checkbox"/> Wildlife (WLD))	<input type="checkbox"/> Construction (CON) <input type="checkbox"/> Electro-Technologies (ELT) <input type="checkbox"/> Fabrication (FAB) <input type="checkbox"/> Logistics (LOG) <input type="checkbox"/> Mechanics (MEC) <input type="checkbox"/> Power Engineering (PEN))	<input type="checkbox"/> Business <input type="checkbox"/> Communication <input type="checkbox"/> Human Services <input type="checkbox"/> Resources <input type="checkbox"/> Technology
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..... CTEC CONFERENCE .....

# Agents of Change: Bonding CTF and CTS

*Inspiring, Innovative, Collaborative*

November 24-26, 2016

Coast Canmore Hotel and Conference Centre  
 Canmore, Alberta



## SPONSORSHIP RESPONSE FORM

Please email completed form to: [President@ctscouncil.com](mailto:President@ctscouncil.com)

Sponsor Information (for display purposes)			
<b>Name(s):</b>			
<b>Business/Industry/ Organization:</b>			
<b>Address:</b>			
<b>Phone (Business):</b>	(    )	<b>Phone (cell):</b>	(    )
<b>Fax:</b>	(    )	<b>Email:</b>	
<b>Sponsorship Amount:</b>			
<b>Session Speaker?</b>	<i>Please also complete a Speaker form.</i>		
<b>Delegate Bag Items?</b>	<i>We anticipate 200 delegates.</i>		
<b>Date:</b>			

*\*In addition we would be pleased to include any of your promotional material for your business/ industry/organization in the CTEC delegate bags.*

On behalf of our CTEC membership, I would like to thank you for your support!

Tim Kilburn  
 President  
 CTEC Council  
 780-799-5735  
[President@ctscouncil.com](mailto:President@ctscouncil.com)